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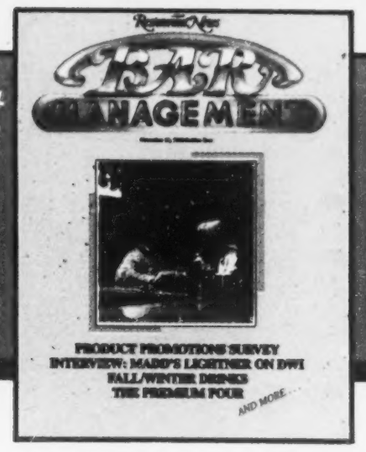

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Nation's
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The Weekly Newspaper of the Food-Service Industry

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Collins buys control of Naugles

Butler sells 36.2% stake in ailing fast feeder

By Richard Martin

LOS ANGELES — Collins Foods International has purchased a 36.2% controlling interest in the ailing, 226-unit Naugles fast-food chain from former chairman and chief executive Harold Butler. Collins Foods already owned a 5% stake in Naugles.

In a separate transaction, Collins Foods chairman James A. Collins is moving to personally acquire a significantly minority interest in Butler's newest restaurant venture, Hershel's Deli & Bakery, a high-grossing, six-unit, 1940's Art Deco-theme chain based in Riverside, Calif.

Known primarily as parent of the Sizzler chain and Kentucky Fried Chicken's largest franchisee, Collins has become increasingly diversification-minded in recent years. It has a stake in Ed Debevic's, a promising new diner concept, Gino's East Pizza and Josephina's Italian cafes.

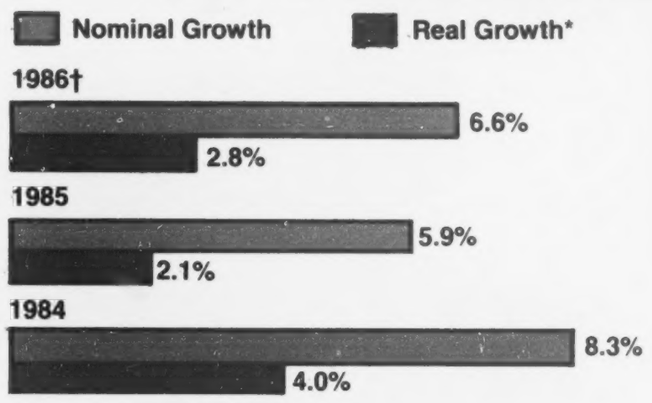
Collins Foods' bid to acquire part of Naugles comes at a time when the growth of Naugles is nil and new

*(See **COLLINS**, page 49)*

Collins Foods International
Los Angeles
Owns 70% of 465-unit Sizzler Restaurants International; 250 KFC stores; 10 Josephina's; 3 Gino's East; 2 Ed Debevic's
Fiscal Year ended April 30:
Revenue: $468.6 million, up 18%
Net profit: $18.3 million, up 19%

Naugles
Fullerton, Calif.
Owns 219 fast-food drive-thrus; franchises seven
First Quarter ended Oct. 17:
Revenue: $42.1 million, up 10%
Net loss: ($1.6 million)
Year ended June 30:
Revenue: $126.4 million, up 10%
Net loss: ($9.2 million)

FOOD-SERVICE INDUSTRY GROWTH



*Per cent of sales increase after adjustment for inflation
†Projection

Source: National Restaurant Association

Forecast: Convenience foods will post biggest gains in '86

By Joe Edwards

NEW YORK — The biggest restaurant sales gains next year will be posted by retailers outside traditional food-service boundaries.

That is the word from National Restaurant Association forecasters, who say restaurant sales at supermarkets, convenience stores and other retail outlets will rise 11%, or 7.1% in real terms after adjustments for inflation, to $6.1 billion.

That is a further indication, NRA officials said, of how "retail host restaurants " are capitalizing on consumer demands for convenience at the expense of traditional restaurant outlets.

Fast-food outlets, which NRA officials said are addressing convenience trends more effectively than other operations, will register sales gains of 8.7% to $51 billion in 1986, a 4.8% advance in real terms.

Total food-service sales will grow by 6.6%, to $186 billion in 1986, a 2.8% jump in real terms. Commercial food-service sales will account for 87% of the total, or $163 billion, a 7.1% gain over the figure for 1985 and a 3.2% advance in

*(See **CONVENIENCE**, page 4)*

Domino's goes 'mobile' route

Outlets on wheels seen as major growth vehicles

By Howard Riell

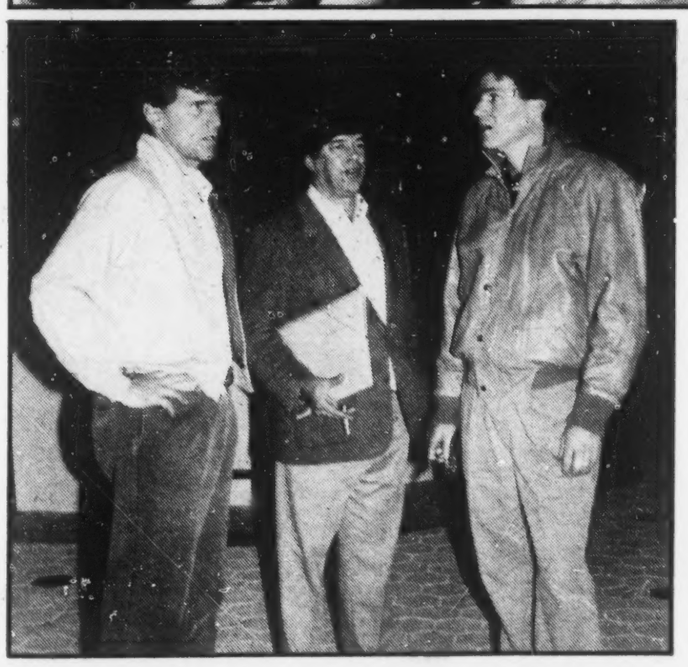
ANN ARBOR, Mich. — Domino's Pizza, which staked its claim in the pizza segment by delivering to its customers, will make mobile cooking units a major growth vehicle over the next few years, a company official said.

The chain, whose success with delivery prompted segment rivals Pizza Hut, Pizza Inn, Godfather's and other chains to test delivery, is planning at least one mobile unit in each of the 13 regions in which it operates, according to Cheryl Anderson, director of the company's mobile store program.

Domino's closely follows Pizza Hut and Burger King in experimenting with mobile cooking units. Pizza Hut recently unveiled a 20-unit fleet of Pizza-2-U vans in Cedar Rapids, Iowa. But whereas those units are designed to speed delivery to customers' homes, Domino's units are built to travel to special events and other sites and set up shop.

Burger King has also begun rolling out a fleet of 20 mobile units, and recently Corpus Christi, Tex.-based Whataburger confirmed that it has begun to look at various mobile designs and

*(See **DOMINO'S**, page 49)*



Co-owners Art Moore, left, and Rob Moore, right, with designer Jim Miller in unfinished portion of Arthur Cutten's Bar and Grill. Top: Traders at work.

Traders' retreat

New Chicago hangouts open

By Carolyn Walkup

CHICAGO — Commodities traders and other free-spending types who work hard and play hard now have more choices of where to celebrate their winnings.

New restaurants are opening near their workplaces, the Chicago Board of Trade, the Chicago Options Exchange and the Midwest Stock Exchange. They join the established hangouts in providing a home away from home in both bull and bear markets.

The newest restaurant to seek the play money of the speculators is a combination full-service restaurant and bar named after two legendary market manipulators of the early 1900's, Jesse Livermore and Arthur Cutten.

Six partners, five of them

*(See **TRADERS**, page 46)*

NRN LATE NEWS DIGEST

Guidelines for AIDS released

WASHINGTON -- There is no need to specially screen, restrict or fire foodservice or other workers who are suffering from AIDS or who have been exposed to the virus that causes the disease, according to new guidelines from the U.S. Department of Health and Human Services.

Federal health officials reiterated that AIDS is transmitted only by sexual contact, dirty needles and blood transfusions. They emphasized the need for sanitation and other routine precautions taken by those who are ill. AIDS cannot be spread by casual contact or by food handlers, the health officials said.

Luckey quits Flakey Jake's

BELLEVUE, Wash. — Flakey Jake's chairman Frank Carney has been named chief executive, and operations chief Wallace Doolin has moved up to president following the resignation of Robert K. Luckey, who held both titles. Luckey said he quit to help reduce the struggling company's overhead.

October sales rose by 8.6%

WASHINGTON — Breaking four months of declines, sales at eating and drinking places surged at an annual rate of 8.6% in October, to $11.32 billion, the U.S. Commerce Department reported. After adjustments for inflation, October may show the first jump in traffic counts nationwide since July.

Church's closing burger chains

SAN ANTONIO — A Church's Fried Chicken spokesman said the chain is discontinuing its hamburger restaurant operations and will sell its G. W. Jr.'s and Jeeper's! fast-food outlets within six months or convert them to Church's fast-food chicken units.

Burger King promotes Prather

MIAMI — William Prather has been named executive vice president of Burger King's worldwide operations, overseeing domestic Northern and Southern divisions, franchise affairs, corporate development, European operations and mobile restaurants. Prather most recently served as executive vice president of Burger King International and president of Quik Wok Chinese fast-food chain. Mark Weinstein, Quik Wok's general manager, will assume Prather's responsibilities there until a new president is named. Prather reports to president Jay Darling.

Whataburger is going mobile

CORPUS CHRISTI, Tex. — Whataburger is planning a test of mobile cooking units and is also developing plans for a small, drive-thru-only unit, according to construction vice president Jim Holder.

Olive Garden expansion planned

ORLANDO, Fla. — General Mills Inc. has authorized up to $200 million for developing the seven-unit, three-year-old Olive Garden Italian dinnerhouse chain nationally, a source close to the restaurant division here said. The company has also transferred the operation of two recently acquired Leeann Chin's Chinese dinnerhouses to the restaurant group from the grocery products division to test its viability for expansion. General Mills operates 370 Red Lobsters.

WALL STREET UPDATE

NRN Index climbs 3.1 to 132.2

NEW YORK — The *Nation's Restaurant News* Food-Service Operators Stock Index climbed 3.1 points in the week ended Nov. 15 and closed at 132.2, as broader indicators of market activity reached record highs. Price-change winners beat the losers, 58 to 34, on *NRN*'s list.

3.1

(Story and charts, pages 50-51.)

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Hyatt investing $750 million to develop line of 'mini' hotels

By Peter Romeo

CHICAGO — Hyatt Hotels Corp. said during the next five years it would spend $750 million on developing a new line of smaller hotels with scaled-down food-service operations.

The 78-property chain plans to build at least 40 of the new 200- and 300-room hotels. Each will feature a single restaurant, several small lounges, room service and a combination deli and retail food shop. A "high-energy" lounge may be included at some locations.

The chain's Hyatt and Hyatt Regency properties, in contrast, usually contain two or three full-service retaurants and extensive banquet facilities.

Catering wil be available at the new hotels, but meeting space will be limited to 7,500 sq. ft. at the 300-room properties and 2,500 sq. ft. at the 200-room hotels.

The restaurants will feature American cuisine and will all sport the same design. Capacity will be limited to 100 seats at the 300-room hotels and 70 seats at the smaller properties.

Hyatt decided to include only one restaurant in its new concepts to reduce construction costs, according to Laurence Geller, executive vice president of Hyatt Development Corp., the chain's in-house developer. Similarly, the new hotels will feature smaller atriums and back-of-the-house areas than those at Hyatt's other lodging concepts.

Geller said the 300-room hotel would cost $85,000 per room to build, and the 200-room property would cost about $65,000. Those costs translate into room rates of about $85 and $65, respectively.

A Hyatt Regency, in contrast, charges about $150,000

*(See **HYATT**, page 49)*

Ma Maison closes; hotel planned

Terrail to manage new $50M complex set to open in '87

By Richard Martin

LOS ANGELES — Restaurateur and hotelier Patrick Terrail, whose legendary Ma Maison reigned as West Hollywood's charming, French "commissary to the stars" for a dozen years, closed the bistro Nov. 14 following the sale of the property.

In the spring of 1987, managing director Terrail will open the $50 million Ma Maison hotel and restaurant half a mile south of his original Melrose Avenue location.

In the interim he will continue to manage his Parisian uncle Claude Terrail's newly exported La Tour d'Argent restaurant branch at the New Otani hotel in Tokyo. From an office at 945 N. Fairfax Ave., he will also manage aspects of the hotel project in Los Angeles.

Terrail dismissed as nonsense a report that he would operate a diner on Fairfax.

Though physically unprepossessing in its cinderblock extension of an old carpet warehouse, Ma Maison gained an international reputation for culinary refinement and celebrity watching, through Terrail's management and the talents of a string of gifted young chefs, notably Wolfgang Puck, now of Spago, and Claude Segal, now of Bistango, both in Los Angeles.

'Ma Maison gained an international reputation for culinary refinement.'

Two years ago Terrail sold the name Ma Maison to Sheldon Gordon, the Beverly Center developer who is building the 10-story Parisian style Ma Maison hotel and restaurant directly north of the megamall, at the intersection of Beverly and La Cienega boulevards. Terrail will run the 311-room operation as part of the Sofitel system, owned by the French-based Accor hotel-restaurant conglomerate.

Before Terrail helped pioneer fine French dining in Los Angeles, he operated a resort hotel in Tahiti and was a manager in New York's Restaurant Associates group. He graduated from Cornell University's hospitality management program with Victoria Station cofounder Richard Bradley, with whom he recently teamed as restaurant concessionaire at the now defunct Griffith Park Riding and Polo Club here.

A spokesman said Ma Maison remained profitable to the end.

Druther's may bail out ailing chain

By Howard Riell

LOUISVILLE, Ky. — Fresher Cooker has filed a reorganization plan in U.S. Bankruptcy Court, calling for Druther's Systems, franchisor for the 165-unit Druther's burger chain, to take over as a majority stockholder.

According to the plan, Fresher Cooker, which filed for Chapter 11 protection on June 7, would receive $277,500 for working capital and "necessary distribution" and services from Druther's, the investment banking firm of J. J. Hilliard & W. L. Lyons, and Frank Dwyer, the 12-unit chain's president and chief executive. The reorganization plan and disclosure statement were filed Nov. 6.

Under the proposal, privately held Druther's would gain common shares and warrants sufficient to maintain a majority interest in the new company.

If accepted, the plan also calls for exchange of the company's current stock for warrants to purchase one share of the company's new common stock for 50¢, exercisable until April 30, 1986. In addition, current stockholders would receive another warrant to purchase one share of the company's new stock for each existing share they own for $1, exercisable until March 31, 1987.

Frank Dwyer
Fresher Cooker president

Tom Hensley
Druther's president

Also included in the plan is a provision for each general unsecured creditor with claims of $300 or more to receive one share of the new common stock plus warrants for additional stock for every $3 claimed.

The proposal also calls for unsecured creditors with claims of less than $300 to get $80 for each $100 claimed, while secured claims would be paid with a five-year secured note and stock plus warrants.

Administrative claims would be paid over one year and tax claims over three. Company employees would receive back pay up to $2,000 and stock plus warrants for amounts of more than $2,000.

A decision from the court was expected Nov. 21. Neither Hensley nor Dwyer was able to comment at presstime, they said.

Tacoma operators face AIDS backlash

By Alan Liddle

TACOMA, Wash. — An unknown person or group here is threatening to stir up unfavorable publicity in a "blackmail" scheme to force restaurants into screening their employees for signs of AIDS and illegal drug use.

Don Oliver, of the Tacoma-Pierce County Health Department, said at least six restaurants received typewritten warning letters signed: "We the People." The letters, sent in early October, indicated pickets will descend on the targeted restaurants Nov. 30 if the group's demands are not met, he said.

A copy of one of the letters, which was secured by the *Tacoma News Tribune*, included the disclaimer, "This letter is not meant as a threat." However, it went on to explain that an AIDS-related demonstration at a restaurant, "could, in some degree, devastate ones [sic] business [sic] if the following [demands] are not embraced by the restaurant community . . ."

All the letters said the same thing and included an example of what would be on the placards carried by pickets for We the People: "AIDS is highly contagious. This restaurant refuses to have their [sic] help checked [screened], eat at your own risk."

Because it is concerned that We The People's threats carry some weight and any association with AIDS might hurt a restaurant's business, the health department has not made public the names of letter recipients.

"It's blackmail to us," Oliver said of the attempt to use growing public fear of AIDS to pressure restaurants into establishing mandatory employee blood tests, which would show only that a person has been exposed to AIDS. Those who test positive don't necessarily get AIDS.

'We don't know who We the People are. Until Nov. 30, we won't know if we're dealing with one person or a group.'

He said his department has tried to counter problems caused by the letters by publicizing statements from the Center for Disease Control in Atlanta. Officials at the center, considered by many to be the nation's foremost authority on contagious diseases, have said the virus linked to AIDS is not transmitted through food handling.

Most medical researchers believe AIDS, or Acquired Immune Deficiency Syndrome, is transmitted three ways: through sexual contact—most often among homosexual or bisexual men, who make up more than 70% of the AIDS cases in this country; through blood transfusions; and through the sharing of contaminated needles, such as occurs among intravenous drug abusers.

AIDS, which destroys the body's ability to protect itself from disease, is the worst complication from infection by the HTLV-III/LAV virus—striking an estimated 5% to 10% of the people exposed. There is no known cure for AIDS, which is fatal.

As of Nov. 11, there were 14,519 reported cases of AIDS in the United States. In Tacoma-Pierce County, which has a population of 514,600, there have been 13 cases reported since 1981; nine of those people have died.

"We don't know who the 'We the People' group is," Oliver said, adding, "Until Nov. 30, we won't know if we're dealing with one person or a group."

Oliver said the six restaurants that reported getting letters are not known as businesses frequented by gays or which employ a noticeably large number of homosexuals. He conceded it was possible other restaurateurs had received letters but did not come forward because they feared even the remotest association with AIDS.

"It appears they were just shotgunning," Oliver said, verbalizing his belief that We the People picked letter recipients at random.

If the businesses that received letters share anything in common, another health department official observed, it is that they all enjoy "high visibility."

Tacoma and its suburbs have a population of about 159,000.

*(See **OPERATORS**, page 49)*

Convenience food will score biggest gains in '86

(Continued from page 1)

real terms.

NRA president Ted Balestreri, who operates the fancy Sardine Factory in Monterey, Calif., said the rapid gains by retail host restaurants are due largely to the new emphasis on food service in convenience stores and supermarkets. Since base sales in that subgroup are low, sales advances from one year to the next yield high percentage increases.

"Aggressive competition will come from convenience stores and, in the long term, from supermarkets with 'build your own salad' facilities, pasta bars, large delis and stacks of frozen dinners to fill America's 42 million microwave ovens," Balestreri declared.

He and other NRA officials hammered away at the convenience theme during a breakfast press conference at the Park Lane Hotel here.

They predicted operators of midpriced and high-priced restaurants would expand their takeout offerings, and that fast feeders would step up their home delivery services, in a bid to win convenience-hungry consumers.

Fast food's impressive gains next year and beyond will be fueled by convenience, Balestreri said. The demand "will help fast food maintain its position as the industry leader for some time. But growth rates may slacken during the years ahead as other retail groups exploit the demand for convenience."

NRA vice president Jim Hasslocher, chairman and president of San Antonio-based Frontier Enterprises, noted how food service has responded to demands for convenience with "new takeout options, new home delivery options, retail centers in restaurants, drive-thru windows and mini-stores."

More restaurants will offer home delivery in years to come, he added, and more chains will follow Burger King's lead by "outfitting mobile units with scaled-down versions of full-service operations in order to ensure a hot, high-quality delivered product."

Fully 40% of all restaurant meals are consumed outside the restaurant, Hasslocher noted. Food-service operations have always offered takeout and delivery; the difference today is "the dimension of this activity," he said.

Hasslocher said consumers would also continue to demand lighter, more healthful foods. But, he noted, "candy bar and soft drink sales are skyrocketing. Hotdogs are making a comeback. And dessert bars and tableside dessert carts are popular."

Many consumers, especially those between the ages of 30 and 40, are "semivegetarians"—people who eat less red meat and consume more vegetables and starches than in the past, Hasslocher said.

NRA treasurer Michael Grisanti, president of Grisanti Inc. in Louisville, Ky., noted that food service has responded to "grazing" trends by offering more appetizers, finger foods, pasta, par-boiled and raw vegetables, grilled chicken, pasta salads, and mini-pizzas.

"The same demographic group which is concerned about nutrition is also involved in the next trend—grazing," Grisanti said. Grazers, according to his definition, are those who "place top priority on quality and variety. They are a finicky, fast-paced, sophisticated market and demand a high-quality experience."

Operators have been tailoring their restaurants to grazers by opening wine bars, food courts, mini stores and specialty shops" that cater to "the light eater on the move."

Grisanti, whose restaurants include two midpriced Italian dinnerhouses and a high-ticket Italian-Continental restaurant, said there would be a high demand for ethnic foods and "high-intensity flavorings" in the years to come.

"In 1986 you will see featured on menus a variety of items that are highly seasoned with spices, herbs and flavored vinegars," he said. "Look for grilled tuna with mint vinaigrette, mushroom curry soup, sweetbreads in three mustard sauces and other such items."

Consumer brand loyalty is waning, Grisanti said, because today's consumers "have not one but many choices when they seek a restaurant that satisfies their wants and needs. [They] are not loyal to any particular brand or restaurant. Their taste is sophisticated, and they want new eating experiences."

In their appearance before the New York media, NRA officials attempted to paint what executive vice president William Fisher described as "a bright and rosy" picture for 1986. In their prepared remarks, Balestreri, Hasslocher and Grisanti barely mentioned many of the major issues confronting food service—a severe worker shortage, liquor liability laws, growing panic about AIDS and proposed government-mandated caps on business meal tax deductions.

During the question-and-answer period, Balestreri commented that the NRA would continue "to do our part" in educating operators about drunk drivers, and Grisanti said smart operators are making up for lost alcohol sales by merchandising "better-margin foods, such as pasta."

PROJECTED GROWTH IN SELECTED SEGMENTS

	1986 Total Sales (In $ Billions)	Nominal Growth (1985-86)	Real Growth* (1985-86)
Restaurants/Lunchrooms	$62.4	6.8%	2.9%
Limited-Menu Restaurants†	51.2	8.7	4.8
Commercial Cafeterias	3.4	6.3	2.4
Retail Host Restaurants	6.1	11.0	7.1
Contract Feeders	9.9	6.4	2.6
Lodging Food and Beverage	11.7	7.6	3.7

*Per cent of sales increase after adjustment for inflation
†Mostly fast-food outlets

Source: National Restaurant Association

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PRODUCT PROMOTIONS: AN INDUSTRY SURVEY

Bar managers speak out on favorite product promotions, their results, and rate distributor services.

Walk into any independent restaurant or dinnerhouse chain unit, and chances are good that you will see it promoting a particular brand or type of beverage, alcoholic or nonalcoholic. Promotions, after all, are the lifeblood of many establishments' strategies to maintain or increase their beverage sales, especially so at a time when Americans are consuming less alcohol.

But how effective are such promotions? Does promoting a particular brand decrease sales of other beverages? What are the industry's favorite promotions? What is the ideal length of time a product should be promoted? And how helpful are suppliers and distributors in orchestrating promotions?

Those are some of the issues *Nation's Restaurant News* looked at in a wide-ranging survey of dinnerhouse chains and independent operations. In all, 21 dinnerhouse chains and 25 independent restaurants responded to the telephone survey. Here are key highlights:

- The vast majority of beverage managers—nearly 8 out of 10—say that special promotions increase dollar sales for the promoted beverage; the increase averages 31.8%. At the same time total sales volume for other alcoholic beverages sold during the promotion either remained the same (at 70% of those surveyed) or increased as well (26%).
- Promotions also help increase total alcoholic beverage profit. That was the case at 46% of the respondents; the remainder report that their total profits were not noticeably changed.
- Even if special product promotions do not always increase overall bottom-line profits, they do not generate losses either. Asked to evaluate promotions they regard as "least profitable," only 4% of the respondents report decreased dollar sales for the beverage being promoted. Moreover, only 8% claim that dollar sales declined for other alcoholic bever-

Product promotions used most frequently

	Total %	Establishment type Dinnerhouse %	Establishment type Independent %
Promoting a particular brand through a specialty drink promotion	72	95	52
Promotions on special days such as Mother's Day or St. Patrick's Day	72	86	60
Food tie-in promotions	63	76	52
Used special posters or signs by themselves only	52	76	32
Theme parties or customer involvement promotions	35	38	32
Tasting promotions	33	29	36
Special glassware promotions	24	38	12
Happy hour	13	5	20
Table tents	9	14	4
Games, promotions such as rub-off games or card games, etc.	2	—	4
Other promotions	17	24	12

NOTE: Percentages add to more than 100% due to multiple responses.
Source: *NRN* Alcoholic Beverage Promotions Study

Sales effects of product promotions

	Total %	Establishment type Dinnerhouse %	Establishment type Independent %
Promotions increase dollar sales	**78**	**86**	**72**
1% to 19%	24	29	20
20% to 39%	26	19	32
50% to 79%	13	14	12
100%	7	10	4
Don't know	**9**	**14**	**4**
(Mean increase)	**(31.8)**	**(33.8)**	**(30.0)**
Promotions decrease dollar sales	**2**	**—**	**4**
15%	2	—	4
Promotions don't affect dollar sales	**13**	**5**	**20**
Don't know	7	10	4

NOTE: Percentages may not add to 100% due to rounding.
Source: *NRN* Alcoholic Beverage Promotions Study

Number of days most profitable promotion usually lasts

	Total %	Establishment type Dinnerhouse %	Establishment type Independent %
1 day	46	38	52
2 days	4	10	—
4 days	2	4	4
7 days	4	10	—
More than 10 days	26	33	20
Continuous	17	10	24

NOTE: Percentages may not add to 100% due to rounding.
Source: *NRN* Alcoholic Beverage Promotions Study

ages sold during the promotional period; and, perhaps most important only 8% say that total alcoholic beverage profits declined during promotions considered least profitable.

- Of 10 promotions examined closely in the survey, the four that were most common were promoting a particular brand through a specialty drink promotion (72%); special day promos (72%); food tie-in promotions (63%); and promotions drawing attention to a product with "special posters or signs only" (52%).
- The special days most frequently cited for promotions were St. Patrick's Day (54%); Halloween (39%); and Mother's Day (30%).
- For the most part the incidence of promotions has remained unchanged during the past two years, with 7 out of 8 establishments reporting that they use them. But in the past year virtually all dinnerhouse chains used a special promotion, compared with 76% of the independents. What is more, dinnerhouse chains report using slightly more promotions per year than do independents.
- As for future promotions, a slight majority of beverage managers surveyed say they will keep the number of promotions steady over the next 12 months; of the rest, 22% say they will increase the number of promotions, while 20% intend to decrease them.
- Only two specific beverage groups are slated to get more promotional support over the next year by more than 4 out of 10 respondents: wine (50%) and imported beer (41%).
- The survey also has some sobering news for distributors and suppliers who often tout their ability to help operators with specific promotions. Overall, perceptions of distributors on three key criteria—knowledge of beverage market conditions or trends, attention paid to the on-premises market and the quality of promotions offered—were not exceptionally favorable. The same holds true for distributors' efforts to help promote specific beverages.

The following are more detailed findings:

While St. Patrick's Day, Halloween and Mother's Day are the most favorite special days for promotions, others cited include the Fourth of July (mentioned by 20% of all respondents), Christmas (17%), Thanksgiving (17%), Father's Day (15%) and New Year's Eve (11%). Valentine's Day (7%), Columbus Day (2%) and

Impact on sales after promotion ends

	Total %	Establishment type Dinnerhouse %	Independent %
Promotions increase dollar sales	78	86	72
Less than a day	17	19	16
1 to 9 days	35	43	28
10 to 19 days	9	10	8
30 to 39 days	4	—	8
80 days or more	7	14	—
Don't know	7	—	12
Promotions decrease dollar sales	2	—	4
Don't know	2	—	4
Promotions don't affect dollar sales	13	5	20
Don't know	7	10	4

NOTE: Percentages may not add to 100% due to rounding.
Source: *NRN* Alcoholic Beverage Promotions Study

Degree of satisfaction with suppliers' or distributors' knowledge of beverage market conditions or trends

	Total %	Establishment type Dinnerhouse %	Independent %
Extremely/very satisfied (net)	48	48	48
Extremely satisfied	13	—	24
Very satisfied	35	48	24
Somewhat satisfied	39	38	40
Not too/not at all satisfied (net)	13	14	12
Not too satisfied	9	10	8
Not at all satisfied	4	5	4

NOTE: Percentages may not add to 100% due to rounding.
Source: *NRN* Alcoholic Beverage Promotions Study

Summary of top two box ratings of supplier or distributor in helping to promote beverages

(Excellent/very good)

	Total %	Establishment type Dinnerhouse %	Independent %
Regular wine	46	38	52
Imported beer	33	33	32
Regular domestic beer	30	43	20
Spirits	24	24	24
Cordials/liqueurs	24	14	32
Reduced calorie or light beer	22	24	20
Branded wine coolers	22	24	20
Low calorie or light wine	17	14	20
Low alcohol beer on L.A.	13	14	12
Non-alcoholic beverages	13	14	12

Source: *NRN* Alcoholic Beverage Promotions Study

Memorial Day (2%) were mentioned least frequently.

Also of note is that dinnerhouse chains are much more likely than independents to host special promotions, particularly on St. Patrick's Day and Halloween.

On average, dinnerhouses hosted special promotions once every two months, while independents did so about once every three months.

While the base of bar managers who project increase or decreased use of promotions for the next year is relatively small, all cite specific reasons for their strategy. Those who say they will increase the number of promos cite the need for improving sales and customer traffic as well as recognition of previous success with special promotions. On the other hand, new and tougher drunk-driving laws and public awareness of the hazards of drinking are the major reasons indicated for decreasing the number of promotions. However, past failures with promotions, company policy and a desire to focus on food instead of alcohol were also mentioned.

Distributors developed about one-third of all the special promotions mentioned in the survey; however, one-quarter of all respondents say that none of their promotions of the past year were developed with outside help. Distributors' involvement was also more pronounced at dinnerhouses (43.7%) than at independents (27.5%). And only 10% of dinnerhouse chains report that no special promotions were developed by distributors, compared with 42% of the independents.

Operators also show they are not averse to using a good sales booster more than once. In fact, one-half of all respondents repeat their "most profitable" promotion—whether it is keyed to a "special day," a specialty drink based on a particular brand of liquor, or whatever, once a year; two-thirds of the operators use them one to three times a year. What is more, one-quarter host such promotions about once every two months or even more frequently.

As for how long the most profitable promotions are conducted, about half of all beverage managers cite one day; the rest mention two days or longer. More than 4 out of 10 maintain that the most profitable promos last more than 10 days, and 17% said they are continuous. One day was considered the ideal time period by

Degree of satisfaction with promotions offered by suppliers or distributors

	Total %	Establishment type Dinnerhouse %	Independent %
Extremely/very satisfied (net)	22	19	24
Extremely satisfied	9	—	16
very satisfied	13	19	8
Somewhat satisfied	61	67	56
Not too/not at all satisfied (net)	15	14	16
Not too satisfied	7	5	8
Not at all satisfied	9	10	8
Don't know	2	—	4

Source: *NRN* Alcoholic Beverage Promotions Study

Degree of satisfaction with the attention suppliers or distributors pay to the on-premise market

	Total %	Establishment type Dinnerhouse %	Independent %
Extremely/very satisfied (net)	39	33	44
Extremely satisfied	13	5	20
Very satisfied	26	29	24
Somewhat satisfied	48	52	44
Not too/not at all satisfied (net)	13	14	12
Not too satisfied	9	14	4
Not at all satisfied	4	—	8

Source: *NRN* Alcoholic Beverage Promotions Study

Planned promotions activity for beverages*

	Total Increase %	Total Increase or Remain The Same %	Total Decrease %
Regular wine	50	89	7
Imported beer	41	89	7
Reduced calorie or light beer	30	80	13
Branded wine coolers	28	69	15
Nonalcoholic beverages	28	76	17
Mocktails	26	74	15
Low calorie or light wine	26	59	24
Cordials/liqueurs	22	76	20
Low alcohol beer or L.A.	17	65	15
Spirits	11	68	26

**In next 12 months*
Source: *NRN* Alcoholic Beverage Promotions Study

far more independents (44%) than dinnerhouse personnel (19%). And although 38% of the beverage managers at dinnerhouses reported the usual promotional duration as being one day, only half that proportion (19%) felt that it was the ideal duration. In other words, a large segment holds that such special promotions should last longer than a day.

How long do bar operations enjoy the benefits of a product promotion once the promotion ends? The majority (52%) maintain that increased sales continue up to nine days; 20% reported sales increases lasting 10 or more days.

Even when it comes to the "least profitable" promotions, many beverage operations do better than without a promotion at all: 48% of all respondents say dollar sales increased for such promos. Sales for the beverage promoted are higher than average for nine days after the promotion ends at 24% of the operations studied, while 16% say sales increases last 10 or more days.

To get a handle on how satisfied on-premises operators are with the services offered by their suppliers and distributors, *Nation's Restaurant News* asked beverage managers to evaluate them in terms of their knowledge of market conditions or trends, by the attention distributors pay to the on-premises market and by the on-premises promotions they develop.

To gauge operations' satisfaction level, a five-point scale ranging from "extremely satisfied" to "not at all satisfied" was used. Fewer than half the beverage managers say they were "extremely" or "very" satisfied on all key areas investigated. For their knowledge of beverage market conditions or trends, operators received a favorable rating—without major reservations—by 48% of all respondents; 39% rated them favorably on attention paid to the on-premises market; and only 22% found little to complain about distributor-developed promotions.

In addition, respondents were asked to rate distributors in terms of helping them promote 10 specific beverages. A five-point scale ranging from "excellent" to "poor" was used. Again, fewer than half the beverage managers surveyed rated them as being "excellent" or "very good." The most positive ratings were given for promotions involving wine (46%), imported beer (33%) and regular domestic beer (30%).

Specifically, 20% of all operators gave suppliers and distributors a fair-poor rating for wine promotions; 20% gave them the same rating for imported beer promotions. In other categories fair-poor marks were given out for regular domestic beer (by 22% of all respondents); spirits (28%); cordials-liqueurs (35%); reduced calorie (light) beer (41%); branded wine coolers (22%); low calorie (light) wine (48%); low alcohol beer (48%); and "mocktails" (54%).

FINANCIAL NEWS

NRN Index up 3.1 to 132.2; gainers top losers 58-34

NEW YORK — In a week in which stock-market indexes soared to record heights, the *Nation's Restaurant News* Food-Service Operators Stock Index rose 3.1 points, closing Nov. 15 at 132.2.

The Dow Jones Industrial Average finished the week at 1,435.09, a 30.73 gain. On Nov. 14 the Dow closed at a record high of 1,439.22. Analysts said prices rallied because investors believed interest rates were falling as the economy was showing signs of improvement.

On *NRN*'s 114-issue listing of food-service and related companies, 58 stocks advanced in price, 34 declined and 22 did not change.

Sixty-eight issues traded higher than their previous 12-week average volumes, while 44 were less active and two were unchanged.

D'Lites of America had the biggest relative price gain in the week, rising $1.88, to $6, a 45.5% jump. The company named Jefferson McMahon, former Arby's president, as its new chief executive and president.

Of the declining issues, G. D. Ritzy's fell 31¢, to a 52-week low of $1.50, a 17.2% drop. The company reported a $3.1 million net loss for the third quarter, ended Sept. 29, as revenue declined slightly, to $3.8 million.

Max & Erma's had the largest relative price drop, down 50¢, to a yearly low of 88¢, a 36.4% decrease.

Servico was the fourth leading volume surger, after chairman Arthur Meyer said he was negotiating to sell shares owned by him, his family and other board members, involving about 51% of the company's common stock, to a large financial-services firm. A total of 108,000 shares changed hands, a 358.8% increase over the 12-week trading average.

VOLUME TREND LEADERS

(Volume Trend Change, in %)

Sandwich Chef	M	615.0	Rest Mgmt	M	300.9
Vie de France	M	555.8	Dunkin Donuts	M	250.5
Max & Erma's	O	370.6	Naugles Inc	M	245.0
Servico Inc	M	358.8	Folks Rest	O	215.4
Marcus Corp	M	321.9	Maverick Rest	M	204.8

TOP TEN GAINERS

(Weekly Price Change, in %)

DLites Of Amer	M	45.5	RAX Restaurants	M	20.0
Mr Steak	O	38.9	Rest Assoc	A	19.5
Capt Crab	M	30.8	Lifestyle Rest	A	16.7
Naugles Inc	M	21.4	Consul Restaurant	M	12.5
Nankin Express	O	20.0	Fast Food Oper	O	12.5

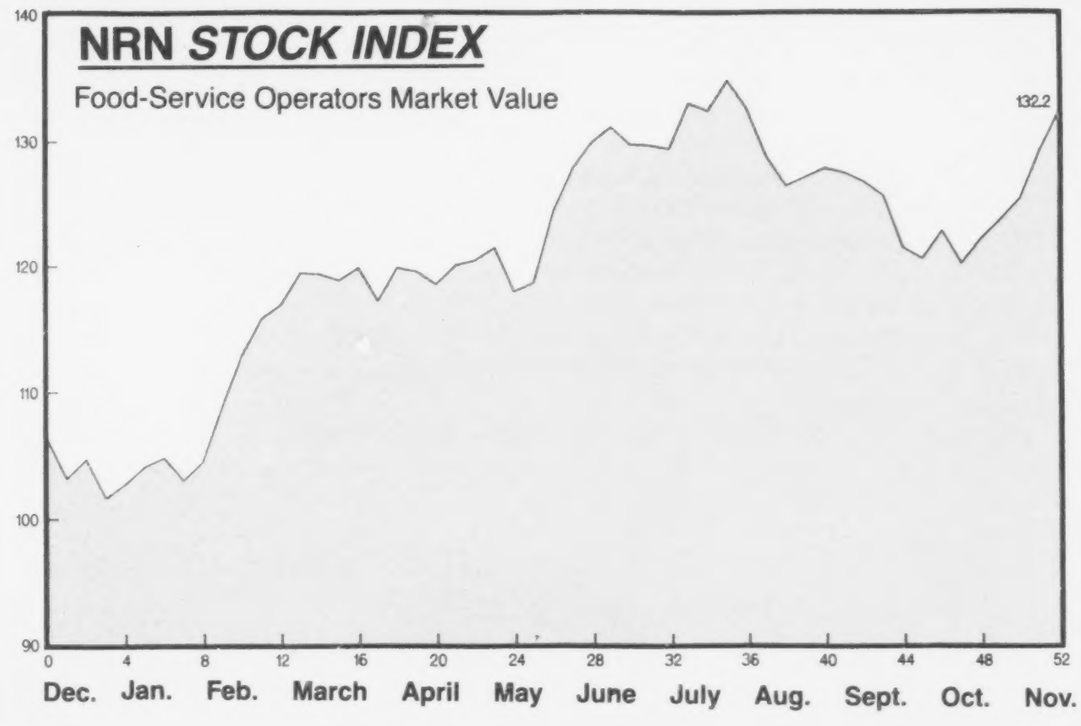
TOP TEN LOSERS

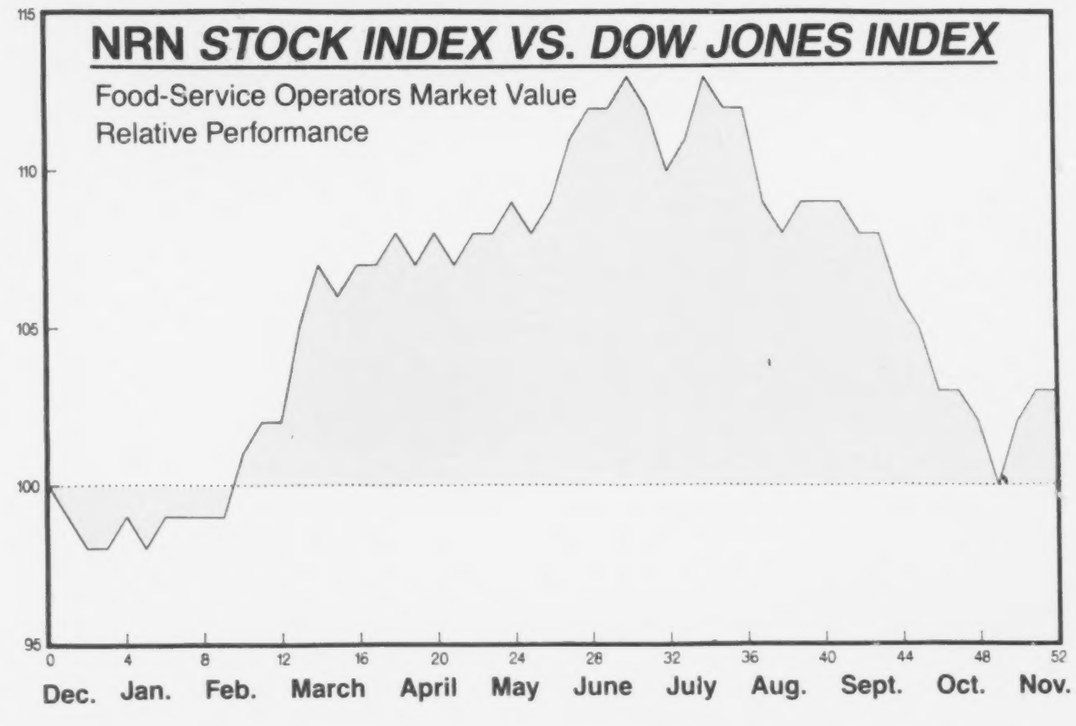
(Weekly Price Change, in %)

Max & Erma's	O	- 36.4	Brock Hotel Cp	N	- 11.1
Peo Restaurants	M	- 20.0	Flakey Jakes	M	- 10.0
Ritzys G D	M	- 17.2	Nathans	M	- 9.4
Good Taco	O	- 16.7	Taco Viva	M	- 7.4
Am Restaurants	M	- 12.5	TGI Friday's	N	- 6.5

Stock Market / Financial Update

Company and Market	11-15-85 Close	Weekly Change Amt.	Weekly Change Pct.	Weekly Range High	Weekly Range Low	52-Week Range High	52-Week Range Low	Weekly Shares Traded Total	Volume % Out	12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Amt.	Latest Quarter Revenue Chg.	Latest Quarter Net Income Amt.	Latest Quarter Net Income Chg.	Latest Quarter E.P.S. Amt.	Latest Quarter E.P.S. Chg.	Year-to-Date Revenue Amt.	Year-to-Date Revenue Chg.	Year-to-Date Net Income Amt.	Year-to-Date Net Income Chg.	Year-to-Date E.P.S. Amt.	Year-to-Date E.P.S. Chg.
	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	%	$Mil	%	$	%	$Mil	%	$Mil	%	$	%
Food-Service Operators																													
A&M Food Svcs M	8.38	- .13	- 1.5	8.50	8.13	8.50	3.50	368	1.03	1.45	- 29.0	14.7	.00	.0	.....	9 mos.	09-85	16.3	101.2	1.2	200.0	.33	200.0	33.5	51.6	2.0	81.8	.55	83.3
Acapulco Rests M	4.75	.13	2.7	4.75	4.50	5.38	3.50	254	1.02	.46	121.7	20.7	.00	.0	.....	9 mos.	07-85	11.3	- 40.5	.3	NC	.11	1000.0	31.2	10.2	.3	.0	.12	- 14.3
Am Restaurants M	3.50	- .50	- 12.5	3.63	3.50	4.25	2.38	45	.20	.26	- 23.1	50.0	.00	.0	.....	6 mos.	07-85	5.7	26.7	.1	.0	.05	66.7	10.4	15.6	.1	- 50.0	.04	- 60.0
Assoc Hosts M	12.75	- .63	- 4.7	12.88	12.50	14.63	10.75	582	1.31	3.78	- 65.3	20.2	.12	.9	.....	9 mos.	06-85	22.8	- 5.0	.6	- 45.5	.12	- 47.8	68.2	- 4.1	2.0	- 33.3	.44	- 33.3
Benihana Natl M	10.63	.00	.0	10.75	10.38	21.75	10.38	490	1.64	4.11	- 60.1	8.9	.00	.0	.....	3 mos.	06-85	28.1	100.7	1.1	57.1	.36	50.0	28.1	100.7	1.1	57.1	.36	50.0
Bob Evans Farms M	21.50	.50	2.4	21.75	21.00	22.75	15.69	4,230	2.36	.80	195.0	20.7	.30b	1.4	.....	3 mos.	07-85	61.9	14.6	5.0	13.6	.28	12.0	61.9	14.6	5.0	13.6	.28	12.0
Calny Food M	14.63	1.00	7.3	14.75	13.63	15.13	8.13	877	1.94	3.40	- 42.9	20.3	.16	1.1	.....	6 mos.	08-85	16.6	27.7	.7	40.0	.16	33.3	30.2	20.8	1.6	14.3	.35	12.9
Capt Crab M	1.06	.25	30.8	1.06	0.69	2.63	.69	2,028	1.32	.83	59.0	NE	.00	.0	.....	9 mos.	05-85	1.9	- 26.9	(.3)	NE	(.02)	NE	5.2	40.5	(1.4)	NE	(.10)	NE
Carrols Cp N	7.00	.00	.0	7.13	6.88	11.50	6.50	378	.49	.49	.0	11.1	.10	1.4	.....	3 mos.	08-85	39.8	4.7	1.5	- 28.6	.20	- 28.6	39.8	4.7	1.5	- 28.6	.20	- 28.6
Chefs Intl O	.50	.00	.0	0.56	0.50	.88	.38	1,372	.71	.56	22.4	NE	.00	.0	.....	6 mos.	07-85	5.5	- 5.2	.0	NE	.00	NE	10.8	- 8.5	.0	NE	.00	NE
Chi-Chi's M	9.13	.25	2.8	9.38	8.88	14.38	8.50	7,279	2.69	2.33	15.5	16.3	.00	.0	.....	3 mos.	07-85	65.1	39.7	4.5	- 10.0	.17	- 10.5	65.1	39.7	4.5	- 10.0	.17	- 10.5
Chili's Inc M	21.50	- .25	- 1.1	22.25	21.25	28.88	20.00	3,454	6.76	6.20	9.0	23.1	.00	.0	.....	3 mos.	09-85	25.3	68.7	1.3	44.4	.26	23.8	25.3	68.7	1.3	44.4	.26	23.8
Churchs Fr Ch N	18.13	.13	.7	18.38	17.50	20.25	13.81	10,618	2.82	2.22	27.0	15.8	.44	2.4	.....	9 mos.	09-85	136.3	10.3	9.9	- 4.8	.26	- 7.1	389.3	11.0	29.0	3.2	.77	2.7
Collins Foods N	13.88	- .13	- .9	14.75	13.75	16.69	9.09	4,051	2.05	1.33	54.1	15.9	.12	.9	.....	3 mos.	07-85	136.4	18.6	5.6	16.7	.19	- 20.8	136.4	18.6	5.6	16.7	.19	- 20.8
Concept Dev M	5.88	- .13	- 2.1	6.00	5.50	16.75	5.50	829	1.60	2.04	- 21.6	NE	.00a	.0	.....	9 mos.	03-85	28.1	212.2	(1.2)	- 100.0	(.23)	- 100.0	30.2	9.4	(1.2)	- 100.0	(.23)	- 100.0
Consol Prdts M	3.38	.00	.0	3.50	3.38	5.38	3.13	50	.15	.24	- 37.5	15.3	.08	2.4	.....	9 mos.	06-85	16.4	.0	(.1)	- 100.0	(.02)	- 100.0	50.2	- 2.3	.2	- 71.4	.06	- 68.4
Consul Restaurant M	2.25	.25	12.5	2.25	1.88	6.50	1.50	1,441	3.17	2.29	38.4	NE	.00	.0	.....	3 mos.	08-85	21.9	3.8	.1	NC	.02	100.0	21.9	3.8	.1	NC	.02	100.0
Cracker Barrel M	13.75	.50	3.8	13.75	12.50	16.00	10.25	587	1.65	1.32	25.0	19.4	.14	1.0	.....	fiscal	07-85	20.7	19.7	1.5	15.4	.45	- 2.2	67.5	18.6	2.4	- 11.1	.71	- 27.6
Cucos Inc O	7.25	- .25	- 3.3	8.00	7.25	7.50	2.75	100	.58	.82	- 29.3	45.3	.00	.0	.....	fiscal	06-85	1.8	100.0	.1	NC	.05	66.7	6.6	106.3	.3	50.0	.16	23.1
DLites Of Amer M	6.00	1.88	45.5	6.00	3.75	15.50	3.75	7,180	14.11	5.80	143.3	35.3	.00	.0	.....	3 mos.	06-85	5.9	145.8	.2	NC	.05	400.0	5.9	145.8	.2	NC	.05	400.0
Dunkin Donuts M	22.00	- .38	- 1.7	22.38	21.50	25.38	14.84	4,840	6.73	1.92	250.5	15.7	.24	1.1	.....	9 mos.	07-85	24.7	19.9	2.8	21.7	.37	15.6	73.4	17.1	8.2	17.1	1.11	15.6
El Chico M	9.25	- .25	- 2.6	9.50	9.25	12.50	7.25	456	.98	1.48	- 33.8	10.6	.00	.0	.....	3 mos.	08-85	21.9	3.8	1.0	11.1	.22	10.0	21.9	3.8	1.0	11.1	.22	10.0
El Pollo Asa O	5.25	.13	2.4	5.38	5.13	6.34	1.84	239	1.42	2.63	- 46.0	NE	.00	.0	.....	3 mos.	06-85	1.4	100.0	.0	NE	.01	NE	1.4	100.0	.0	NE	.01	NE
El Torito Rest N	10.13	- .25	- 2.4	10.75	10.13	19.25	9.00	501	.45	1.74	- 74.1	10.9	.00	.0	.....	9 mos.	09-85	84.2	27.8	2.3	- 43.9	.20	- 42.9	234.5	24.1	8.5	- 5.6	.74	- 5.1
Famous Rest M	1.56	.13	8.7	1.56	1.44	3.50	1.25	816	1.36	1.25	8.8	NE	.00	.0	.....	9 mos.	09-85	11.9	- 3.3	.0	NE	.01	NE	40.5	- 3.6	.3	NE	.06	NE
Fast Food Oper O	.56	.06	12.5	0.69	0.50	1.25	.44	514	.87	.41	112.2	28.1	.00	.0	.....	6 mos.	06-85	1.9	- 9.5	.1	.0	.01	- 50.0	3.7	- 2.6	.1	.0	.01	- 50.0
Flakey Jakes M	1.69	- .19	- 10.0	1.88	1.50	8.25	1.50	3,396	4.89	3.00	63.0	NE	.00	.0		9 mos.	09-85	6.0	81.8	(.8)	NE	(.12)	NE	16.6	151.5	(5.2)	NE	(.75)	NE
Folks Rest O	1.50	.00	.0	2.50	1.50	7.38	1.50	62	.41	.13	215.4	NE	.00	.0	.....	6 mos.	06-85	2.2	37.5	.0	NE	.01	NE	3.9	56.0	(.3)	NE	(.17)	NE
Frisch's A	23.75	1.75	8.0	24.00	22.25	26.00	14.50	153	.35	.24	45.8	24.5	.22	.9	.....	3 mos.	08-85	41.0	2.8	.9	- 47.1	.20	- 47.4	41.0	2.8	.9	- 47.1	.20	- 47.4
Fuddruckers Inc M	5.63	.38	7.1	5.63	5.00	13.00	4.63	1,763	2.61	3.63	- 28.1	62.5	.00	.0	.....	9 mos.	09-85	14.7	110.0	.1	- 83.3	.01	- 88.9	38.6	136.8	.6	NC	.09	NC
Good Taco O	.16	- .03	- 16.7	0.22	0.16	1.75	.16	218	1.02	.90	13.3	NE	.00	.0	.....	3 mos.	05-85	.1	- 75.0	(.7)	NE	(.33)	NE	.1	- 75.0	(.7)	NE	(.33)	NE
Hambrg Hamlet O	14.00	.00	.0	14.75	14.00	15.25	12.25	11	.15	.31	- 51.6	7.2	.00	.0	.....	3 mos.	06-85	9.4	- 2.1	.4	.0	.58	.0	9.4	- 2.1	.4	.0	.58	.0
Hungry Tiger M	6.44	.19	3.0	6.50	6.25	6.50	3.63	404	1.39	2.52	- 44.8	NE	.00	.0	.....	9 mos.	05-85	20.7	- 3.3	(.4)	- 100.0	(.13)	- 100.0	49.6	- 5.3	(.9)	- 100.0	(.29)	- 100.0
Intl Dairy Queen O	79.00	3.00	3.9	82.00	76.00	85.00	40.50	10	.05	.17	- 70.6	17.1	.00	.0	.....	9 mos.	08-85	52.0	27.5	4.2	20.0	2.14	32.9	127.6	19.8	8.1	20.9	4.06	34.0
Intl King Tab M	21.00	1.75	9.1	21.00	18.75	24.75	14.88	1,173	4.08	3.20	27.5	13.6	.00a	.0	.....	3 mos.	09-85	18.9	- 1.6	1.1	.0	.38	5.6	18.9	- 1.6	1.1	.0	.38	5.6
JB Restaurant M	10.75	.25	2.4	11.50	10.38	15.50	9.13	1,393	3.02	3.05	- 1.0	14.1	.16	1.5	.....	9 mos.	06-85	32.8	47.7	.9	- 10.0	.24	- 14.3	69.5	42.7	1.8	- 5.3	.48	- 9.4
Jerrico Inc M	23.63	.50	2.2	23.75	23.00	23.63	14.25	4,437	2.80	4.45	- 37.1	16.2	.16	.7		3 mos.	09-85	139.7	5.9	7.2	14.3	.45	12.5	139.7	5.9	7.2	14.3	.45	12.5
Kapok Cp A	3.88	.13	3.3	3.88	3.50	4.38	2.13	216	.88	.99	- 11.1	2.4	.00	.0	.....	9 mos.	06-85	3.8	- 40.6	1.1	NE	.40	NE	14.6	- 15.6	4.9	NE	2.01	NE
Karcher Carl M	18.13	.50	2.8	18.25	17.38	19.00	13.50	1,232	1.74	1.37	27.0	25.2	.00	.0	.....	6 mos.	07-85	79.1	- 2.0	1.5	- 65.1	.21	- 65.0	174.6	- 2.3	2.3	- 73.9	.32	- 74.2
Lifestyle Rest A	1.75	.25	16.7	1.88	1.50	3.00	1.38	608	1.07	.48	122.9	NE	.00	.0	.....	9 mos.	07-85	18.1	- 4.7	(.6)	NE	(.12)	NE	59.8	- 9.7	(4.8)	NE	(.85)	NE
Luby's Cafe N	37.38	.88	2.4	39.00	36.75	39.00	26.38	536	.44	.29	51.7	23.2	.60	1.6	.....	fiscal	08-85	51.5	7.5	5.8	18.4	.47	14.6	196.0	14.7	19.6	14.0	1.61	12.6
Marcus Corp M	17.13	.00	.0	17.38	16.75	19.38	13.88	683	1.35	.32	321.9	10.3	.30	1.8	.....	3 mos.	08-85	36.1	7.8	3.2	14.3	.62	12.7	36.1	7.8	3.2	14.3	.62	12.7
Marriott Corp N	101.00	1.75	1.8	103.00	98.88	103.00	70.00	2,252	.87	.75	16.0	17.0	.54	.5	.....	9 mos.	09-85	969.0	16.2	44.8	17.0	1.67	16.8	2845.5	18.4	115.6	20.4	4.30	21.5
Maverick Rest M	1.50	.00	.0	1.75	1.50	4.75	1.50	317	.64	.21	204.8	NE	.00	.0	.....	6 mos.	07-85	3.3	13.8	(.1)	- 100.0	(.02)	- 100.0	6.4	20.8	(.1)	- 100.0	(.02)	- 100.0
Max & Erma's O	.88	- .50	- 36.4	1.25	0.88	4.75	.88	287	1.60	.34	370.6	NE	.00	.0	.....	9 mos.	07-85	4.0	- 9.1	(.2)	NE	(.12)	NE	12.6	- 4.5	(.1)	NE	(.07)	NE
McDonald's Cp N	73.00	2.63	3.7	73.38	70.13	73.38	50.00	14,177	1.65	1.24	33.1	15.2	.90	1.2	.....	9 mos.	09-85	1014.6	29.3	128.1	12.1	1.48	13.8	2778.8	16.0	329.5	10.6	3.79	12.5
McFaddin Ventures M	7.50	.00	.0	7.50	7.25	11.88	7.00	284	.52	.44	18.2	8.9	.00	.0	.....	9 mos.	08-85	18.3	67.9	1.3	30.0	.23	15.0	48.1	55.7	3.9	50.0	.78	44.4
Morrison Inc M	18.75	- .25	- 1.3	19.13	18.50	21.88	15.50	1,565	1.14	.88	29.5	14.3	.48	2.6	.....	3 mos.	08-85	128.8	9.2	4.9	6.5	.36	5.9	128.8	9.2	4.9	6.5	.36	5.9
Mr Steak O	1.56	.44	38.9	1.69	1.19	3.13	.88	1,364	2.85	2.94	- 3.1	NE	.00	.0	.....	9 mos.	06-85	7.0	- 59.1	(.5)	NE	(.11)	NE	21.8	- 56.2	(.6)	NE	(.14)	NE
Nankin Express O	.19	.03	20.0	0.25	0.19	1.88	.09	208	.92	1.43	- 35.7	NE	.00	.0	.....	6 mos.	07-85	.4	100.0	(.6)	NE	(.26)	NE	.7	75.0	(.9)	NE	(.39)	NE
Nathans M	3.63	- .38	- 9.4	3.88	3.63	4.50	2.00	450	2.02	.80	152.5	10.1	.05	1.4		6 mos.	09-85	6.9	13.1	.4	.0	.19	5.6	13.5	10.7	.9	12.5	.40	11.1
Natl Pizza M	12.75	.13	1.0	13.00	12.25	13.00	7.50	350	.63	.56	12.5	15.7	.00	.0		6 mos.	09-85	16.2	55.8	1.6	77.8	.26	36.8	31.2	52.2	3.0	50.0	.52	26.8
Naugles Inc M	4.25	.75	21.4	4.50	3.50	8.13	1.38	10,497	23.70	6.87	245.0	NE	.00	.0	.....	fiscal	06-85	30.8	13.2	(7.5)	- 100.0	(1.68)	- 100.0	124.1	8.1	(9.2)	NE	(2.06)	NE
Noble Roman O	6.50	.00	.0	7.00	6.50	8.50	6.50	28	.23	.17	35.3	NE	.00	.0	.....	6 mos.	06-85	5.5	25.0	(.1)	- 100.0	(.02)	- 100.0	10.2	14.6	(.2)	- 100.0	(.13)	- 100.0
1 Potato 2 O	.25	.00	.0	0.44	0.25	3.63	.19	337	1.54	.64	140.6	NE	.00	.0	.....	3 mos.	04-85	3.5	- 7.9	(.4)	NE	(.17)	NE	3.5	- 7.9	(.4)	NE	(.17)	NE
Old Fashion Fd M	4.75	- .25	- 5.0	5.00	4.75	5.25	4.00	64	.46	1.07	- 57.0	7.9	.00	.0	.....	3 mos.	06-85	3.7	12.1	.1	- 50.0	.10	- 23.1	3.7	12.1	.1	- 50.0	.10	- 23.1
Pancho Mex Buffet M	7.63	.38	5.2	7.75	7.13	8.38	6.00	605	1.63	1.66	- 1.8	13.4	.13	1.7		fiscal	09-85	9.9	12.5	.7	40.0	.20	5.3	36.0	13.9	1.9	26.7	.57	3.6
Peo Restaurants M	.13	- .03	- 20.0	0.16	0.13	.75	.09	1,103	1.28	1.60	- 20.0	NE	.00	.0	.....	6 mos.	12-84	5.5	- 69.6	(17.1)	NE	(1.97)	NE	13.8	- 54.0	(20.4)	- 100.0	(2.36)	- 100.0
Piccadilly Caf M	24.13	2.25	10.3	24.13	21.75	24.13	16.50	556	.92	.66	39.4	15.5	.60	2.5	.....	3 mos.	09-85	50.3	8.4	2.6	- 3.7	.43	- 4.4	50.3	8.4	2.6	- 3.7	.43	- 4.4
Pizza Inn A	7.38	.00	.0	7.38	6.88	10.25	6.88	432	1.42	.75	89.3	NM	.08	1.1	.....	6 mos.	06-85	50.6	4.1	.3	- 72.7	.10	- 71.4	98.3	13.0	.4	- 78.9	.14	- 77.0
Po-Folks M	9.88	- .13	- 1.3	10.38	9.88	14.75	8.75	972	2.20	.94	134.0	11.9	.00	.0		fiscal	09-85	42.8	36.7	1.2	20.0	.29	26.1	142.6	33.1	3.6	9.1	.83	10.7




NRN STOCK INDEX VS. DOW JONES INDEX
Food-Service Operators Market Value
Relative Performance
115
110
105
100
95
0 4 8 12 16 20 24 28 32 36 40 44 48 52
Dec. Jan. Feb. March April May June July Aug. Sept. Oct. Nov.

Source: Media General Financial Services

Oct. 28, 1983 = 100

Company and Market	Stock Market: 11-15-85 Close	Price: Weekly Change Amt.	Price: Weekly Change Pct.	Price: Weekly Range High	Price: Weekly Range Low	Price: 52-Week Range High	Price: 52-Week Range Low	Volume: Weekly Shares Traded Total	Volume: Weekly Shares Traded % Out	Volume: 12-Week Avg. Vol. As % Out	Volume: Volume Trend Change	Financial Update: P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report: New Report	Latest Report: Period	Latest Report: Date Ended	Latest Quarter: Revenue Amt.	Latest Quarter: Revenue Chg.	Latest Quarter: Net Income Amt.	Latest Quarter: Net Income Chg.	Latest Quarter: E.P.S. Amt.	Latest Quarter: E.P.S. Chg.	Year-to-Date: Revenue Amt.	Year-to-Date: Revenue Chg.	Year-to-Date: Net Income Amt.	Year-to-Date: Net Income Chg.	Year-to-Date: E.P.S. Amt.	Year-to-Date: E.P.S. Chg.
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	%	$Mil	%	$	%	$Mil	%	$Mil	%	$	%
Ponderosa Sys N	15.38	- .50	- 3.1	15.88	14.50	16.25	10.50	7,095	7.37	6.00	22.8	NM	.40	2.6	.....	6 mos.	08-85	117.7	- 6.1	1.5	- 68.1	.16	- 68.6	234.9	- 3.7	2.3	- 75.0	.24	- 77.4
Primo Inc O	1.38	.00	.0	1.63	1.38	3.88	1.25	347	1.03	.51	102.0	NM	.00	.0	.....	9 mos.	06-85	1.2	33.3	.1	NE	.01	NE	3.0	3.4	.3	NC	.08	NE
RAX Restaurants M	7.50	1.25	20.0	7.75	6.00	11.25	5.00	1,665	2.43	1.09	122.9	28.8	.00	.0	.....	9 mos.	04-85	27.2	24.8	(.4)	- 100.0	(.06)	- 100.0	81.4	23.3	(.1)	- 100.0	(.01)	- 100.0
Rest Assoc A	6.13	1.00	19.5	6.13	5.00	6.59	3.84	587	2.08	.90	131.1	12.0	.10	1.6		9 mos.	09-85	35.9	2.6	1.2	200.0	.28	180.0	104.9	7.3	1.5	50.0	.37	48.0
Rest Mgmt M	11.50	- .50	- 4.2	11.75	11.25	15.00	6.75	1,811	8.54	2.13	300.9	16.4	.09	.8	.....	9 mos.	07-85	8.5	28.8	.5	25.0	.15	- 11.8	26.7	34.8	1.5	36.4	.54	10.2
Rest Systems M	18.13	.00	.0	18.25	17.63	18.25	11.75	97	.42	1.88	- 77.7	19.7	.00	.0	.....	6 mos.	06-85	9.6	18.5	.6	20.0	.23	4.5	20.1	8.6	1.1	10.0	.46	7.0
Ritzys G D M	1.50	- .31	- 17.2	1.88	1.50	3.63	1.50	485	.94	.89	5.6	NE	.00	.0	.....	6 mos.	06-85	3.9	14.7	(.3)	NE	(.06)	NE	6.9	11.3	(1.0)	NE	(.19)	NE
Rusty Pelican M	11.00	- .75	- 6.4	11.25	10.25	17.25	10.25	1,264	4.47	1.73	158.4	13.4	.00	.0		3 mos.	10-85	14.3	34.9	.3	.0	.10	- 28.6	14.3	34.9	.3	.0	.10	- 28.6
Ryan's Fam M	23.00	.00	.0	23.25	22.00	23.75	11.34	3,330	4.79	3.42	40.1	33.3	.00	.0	.....	9 mos.	09-85	13.1	- 27.2	1.3	85.7	.19	72.7	36.0	11.1	3.7	60.9	.53	51.4
Saga Corp N	24.50	.13	.5	25.75	24.25	34.25	20.75	1,813	1.45	1.60	- 9.4	12.5	.52	2.1	.....	3 mos.	09-85	310.9	14.5	2.6	- 54.4	.20	- 52.4	310.9	14.5	2.6	- 54.4	.20	- 52.4
Sandwich Chef M	8.00	.50	6.7	8.00	7.50	8.88	6.88	542	4.29	.60	615.0	14.0	.00	.0	.....	3 mos.	09-85	7.3	5.8	.2	.0	.16	.0	7.3	5.8	.2	.0	.16	.0
Sbarro Inc A	16.25	1.38	9.2	16.50	14.38	16.50	11.13	747	1.96	.66	197.0	NA	.00	.0	.....		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sea Galley M	4.88	.50	11.4	4.88	4.38	9.50	3.75	1,085	3.42	4.35	- 21.4	3.6	.00	.0	.....	9 mos.	09-85	14.6	- 7.0	.1	- 95.7	.05	- 91.4	44.5	- 7.9	2.4	- 54.7	.75	- 44.4
Shoney's Inc M	28.13	2.00	7.7	28.88	26.13	31.88	21.94	5,074	1.78	1.47	21.1	22.5	.15	.5	.....	9 mos.	07-85	134.2	13.9	10.4	26.8	.36	20.0	413.8	14.9	27.6	26.0	.96	20.0
Shoney's South M	10.38	.00	.0	10.50	10.25	15.88	10.00	1,053	1.87	.80	133.8	9.8	.00	.0	.....	9 mos.	09-85	43.7	10.1	1.7	- 5.6	.30	- 6.3	138.1	9.4	4.7	- 19.0	.81	- 19.0
SIS Cp M	5.75	.50	9.5	5.75	5.25	5.75	3.25	137	.88	.64	37.5	NE	.00	.0	.....	6 mos.	06-85	3.4	61.9	.0	- 100.0	.03	- 25.0	5.9	68.6	(.1)	NC	(.06)	NE
Sizzler Rest Intl M	15.75	.50	3.3	15.75	15.25	17.75	9.16	580	.57	1.28	- 55.5	15.4	.00	.0	.....	3 mos.	07-85	46.4	16.0	3.0	20.0	.30	20.0	46.4	16.0	3.0	20.0	.30	20.0
Skippers M	11.00	- .38	- 3.3	11.63	10.75	12.50	8.75	312	1.15	4.14	- 72.2	11.6	.08	.7	.....	9 mos.	09-85	17.2	18.6	.6	20.0	.21	16.7	48.7	15.1	1.7	6.3	.62	3.3
So Hospitality M	4.50	.13	2.9	4.50	4.25	5.88	3.75	913	1.83	1.70	7.6	10.7	.00	.0	.....	3 mos.	08-85	12.2	14.0	.7	75.0	.15	87.5	12.2	14.0	.7	75.0	.15	87.5
Stuff Yer Face O	.31	.00	.0	0.34	0.31	1.44	.31	311	.21	.49	- 57.1	NE	.00	.0	.....	3 mos.	06-85	.8	60.0	(.1)	NE	(.01)	NE	.8	60.0	(.1)	NE	(.01)	NE
Swensens Inc O	1.38	.00	.0	1.63	1.38	3.13	1.25	91	.17	.18	- 5.6	NE	.00	.0	.....	6 mos.	06-85	3.1	6.9	.0	NC	.01	.0	5.8	9.4	(.3)	NC	(.04)	- 100.0
Taco Villa O	3.75	.00	.0	4.25	3.50	7.75	3.50	114	.14	.09	55.6	53.6	.00	.0		9 mos.	09-85	22.4	211.1	(.3)	- 100.0	(.04)	- 100.0	56.5	162.8	.0	- 100.0	.00	- 100.0
Taco Viva M	3.13	- .25	- 7.4	3.38	3.13	7.50	3.13	494	1.44	.66	118.2	9.2	.00	.0	.....	9 mos.	02-85	5.5	- 6.8	.3	- 25.0	.10	- 9.1	17.7	8.6	.9	12.5	.27	12.5
TGI Friday's N	7.25	- .50	- 6.5	8.00	7.00	12.38	7.00	555	.49	.43	14.0	11.2	.00	.0		9 mos.	09-85	79.7	9.3	1.7	- 22.7	.09	- 30.8	236.1	12.8	8.7	.0	.48	.0
TGIF Texas O	2.00	.00	.0	2.50	2.00	2.38	2.00	16	.11	.15	- 26.7	NE	.00	0	.....	6 mos.	06-85	3.3	13.8	(.2)	NE	(.13)	NE	6.5	18.2	(.4)	NE	(.28)	NE
TCBY Enterprises M	27.00	1.75	6.9	27.25	24.88	27.00	4.09	2,840	5.87	4.48	31.0	50.0	.00	.0	.....	9 mos.	08-85	6.0	233.3	1.2	200.0	.25	257.1	12.3	215.4	2.2	214.3	.48	220.0
Transworld N	40.50	.75	1.9	41.25	39.75	43.25	28.25	10,498	2.95	2.53	16.6	14.0	.48	1.2	.....	9 mos.	09-85	487.4	- 4.7	36.8	1.4	.96	- 10.3	1496.9	1.2	83.9	- 1.9	2.15	- 10.0
USACafes M	4.88	- .13	- 2.5	5.13	4.88	6.00	3.25	269	.43	1.96	- 78.1	13.9	.28	5.7	.....	9 mos.	06-85	4.5	15.4	.5	.0	.10	.0	13.9	16.8	1.7	6.3	.26	- 10.3
Vicorp Restaurants M	19.88	1.38	7.4	20.25	18.25	28.25	13.25	3,694	4.39	5.44	- 19.3	17.7	.12	.6	.....	9 mos.	07-85	93.9	39.3	3.1	14.8	.33	- 19.5	286.4	85.5	5.9	1.7	.67	- 23.0
Victoria Stations M	1.38	.06	4.8	1.38	1.25	4.38	.56	2,223	4.89	3.57	37.0	NE	.00	.0	.....	fiscal	03-85	20.3	- 14.0	(2.2)	NE	(.62)	NE	93.8	- 7.3	(5.9)	NE	(1.67)	NE
Wendys Intl N	15.88	.75	5.0	16.25	15.25	19.13	12.19	10,589	1.44	1.54	- 6.5	15.6	.24	1.5	.....	9 mos.	09-85	303.3	21.8	20.8	10.6	.28	7.7	830.2	19.5	57.6	12.7	.78	11.4
Wstn Steer M	12.00	.00	.0	12.00	11.00	14.00	9.00	77	.63	.47	34.0	14.8	.20	1.7	.....	6 mos.	08-85	11.8	14.6	.4	300.0	.27	285.7	23.2	17.2	.7	75.0	.54	63.6
Winners Cp N	6.88	- .13	- 1.8	7.13	6.88	8.75	5.13	405	1.01	1.91	- 47.1	NE	.00	.0	.....	9 mos.	09-85	31.6	15.8	(1.5)	- 100.0	(.37)	- 100.0	83.5	4.8	(1.9)	- 100.0	(.47)	- 100.0
Hotels, Motels, and Casinos																													
Brock Hotel Cp N	1.00	- .13	- 11.1	1.13	1.00	4.00	1.00	1,232	.87	.89	- 2.2	NE	.10	10.0	.....	9 mos.	09-85	55.8	- 8.5	(39.1)	NE	(2.81)	NE	184.5	- 8.8	(39.0)	NE	(2.80)	NE
Hilton Hotels N	65.63	- .38	- .6	66.50	65.25	73.50	54.00	3,592	1.45	1.59	- 8.8	14.1	1.80	2.7	.....	9 mos.	09-85	169.2	- 17.6	20.4	- 16.0	.82	- 11.8	528.1	4.6	71.4	5.0	2.87	12.1
Holiday Cp N	56.13	.75	1.4	56.13	54.75	58.13	39.00	3,952	1.45	1.97	- 26.4	12.0	1.00	1.8	.....	9 mos.	09-85	489.8	3.4	50.8	2.2	1.83	33.6	1387.3	4.4	116.7	5.7	4.07	35.7
Prime Mtr Inn N	37.00	1.25	3.5	37.88	35.63	37.88	16.88	2,771	1.43	1.09	31.2	26.8	.09	.2		3 mos.	09-85	74.5	55.5	7.8	34.5	.40	33.3	74.5	55.5	7.8	34.5	.40	33.3
Ramada Inns N	7.63	- .25	- 3.2	9.00	7.50	9.50	5.13	7,599	2.04	2.33	- 12.4	54.5	.00	.0	.....	6 mos.	06-85	149.9	1.6	2.6	420.0	.07	600.0	287.4	- 1.3	1.0	25.0	.03	50.0
Servico Inc M	24.00	- .75	- 3.0	26.25	23.75	26.25	13.44	1,080	3.12	.68	358.8	11.9	.00a	.0	.....	6 mos.	06-85	51.1	8.0	4.1	115.8	1.07	114.0	93.1	3.2	4.2	50.0	1.11	50.0
Sonesta Intl M	23.00	- .50	- 2.1	25.50	23.00	27.00	19.00	10	.07	.07	.0	7.1	.40	1.7	.....	6 mos.	06-85	20.9	- 6.7	1.8	- 14.3	1.65	19.6	32.9	- 9.4	(.3)	NC	(.20)	NE
Other Companies with Food-Service Operations																													
Allegheny Bev M	20.75	.63	3.1	21.00	20.13	22.63	15.00	3,717	6.00	2.88	108.3	NE	.40	1.9	.....	*	09-85	NC	NC	NC	NC	NC	NC	529.8	NC	74.0	NC	11.23	NC
Ch Full O Nut N	7.88	- .13	- 1.6	8.25	7.63	11.41	7.03	775	1.59	.62	156.5	NM	.00a	.0	.....	fiscal	07-85	30.7	.7	(.4)	NE	(.08)	NE	117.8	.3	.0	- 100.0	.01	- 93.8
Disney, Walt N	97.13	4.13	4.4	98.25	93.00	98.25	56.25	6,645	2.01	1.31	53.4	54.9	1.20	1.2	.....	9 mos.	06-85	546.9	11.2	52.5	15.6	1.56	26.8	1424.9	17.0	119.7	39.7	3.55	48.5
Gen Mills N	66.38	1.00	1.5	68.13	65.75	68.13	47.75	5,168	1.16	1.92	- 39.6	43.4	2.24	3.4	.....	3 mos.	08-85	1067.9	- 23.0	48.9	- 9.6	1.10	- 8.3	1067.9	- 23.0	48.9	- 9.6	1.10	- 8.3
Grace W R N	39.63	.38	1.0	40.38	39.00	45.00	35.50	5,632	1.16	.87	33.3	12.5	2.80	7.1	.....	9 mos.	09-85	1758.1	6.0	25.3	- 23.6	.41	- 39.7	5246.9	7.1	102.2	- 25.1	1.96	- 30.0
Horn & Hardart A	7.38	.50	7.3	7.38	6.63	12.00	6.00	1,994	1.63	1.10	48.2	NM	.00a	.0	.....	6 mos.	06-85	91.3	- 2.6	(1.7)	- 100.0	(.15)	- 100.0	173.6	- 3.6	(1.7)	- 100.0	(.16)	- 100.0
Ogden Corp N	33.00	.50	1.5	34.63	32.38	34.63	25.75	3,212	1.69	.84	101.2	19.0	1.80	5.5	.....	6 mos.	06-85	NC	NC	5.4	- 53.0	.27	- 55.0	502.3	- 53.8	17.4	- 25.0	.90	- 25.6
PepsiCo Inc N	66.38	1.63	2.5	67.75	64.50	67.75	39.88	10,113	1.11	1.16	- 4.3	11.5	1.78	2.7	.....	9 mos.	09-85	2071.8	7.1	135.3	14.4	1.47	18.5	5636.2	3.9	454.4	75.4	4.81	76.8
Pillsbury Co N	57.50	- 1.25	- 2.1	60.00	57.25	63.50	38.75	3,646	.84	1.54	- 45.5	12.8	1.72	3.0	.....	3 mos.	08-85	1227.8	20.0	42.7	9.8	.98	8.9	1227.8	20.0	42.7	9.8	.98	8.9
Restec O	3.25	.00	.0	4.00	3.25	4.00	3.25	42	.23	.25	- 8.0	NC	.00	.0	.....	3 mos.	03-85	1.1	57.1	(.1)	NC	(.03)	- 100.0	1.1	57.1	(.1)	NC	(.03)	- 100.0
Reynolds, RJ N	27.75	2.38	9.4	28.38	25.25	35.00	24.75	42,449	1.69	1.04	62.5	8.4	1.48	5.3		9 mos.	09-85	4764.0	93.7	257.0	1.6	.91	8.3	11066.0	54.8	667.0	- 2.6	2.43	7.5
Southland Corp N	42.50	2.13	5.3	42.88	40.38	42.88	24.75	6,053	1.28	1.36	- 5.9	10.1	1.00	2.4	.....	9 mos.	09-85	3342.3	4.9	79.3	39.4	1.65	36.4	9479.0	5.0	169.0	30.3	3.55	28.6
Vie de France M	7.88	.88	12.5	8.00	6.50	13.50	6.50	6,739	6.23	.95	555.8	16.1	.23	2.9		3 mos.	09-85	14.3	.7	1.0	- 28.6	.10	- 23.1	14.3	.7	1.0	- 28.6	.10	- 23.1

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219

NOTES AND EXPLANATIONS: Market: N—New York Stock Exchange. A—American Stock Exchange. O—NASDAQ Over-The-Counter. M—NASDAQ National Market. **Reporting Period:** 3 mos.—First quarter of fiscal year. 6 mos.—First six months of fiscal year. 9 mos.—First nine months of fiscal year. fiscal—Fiscal year. NEW—New report since last issue. **General Field Footnotes:** NA—Not available or not applicable. NC—Data required for calculation currently incomplete in our files. NE—Negative earnings invalidate calculations. NM—No meaningful figure. a—stock dividend. b—cash plus stock dividend. **The Charts:** The *NRN* Stock Index calculates the per cent change in the market value of food-service operators since Oct. 28, 1983. The *NRN* Stock Index vs. Dow Jones Index calculates the relative performance of the two indexes from their levels of 52 weeks ago.